



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE: Patent Application Serial No. 09/815,893
FILED: March 23, 2001
INVENTOR(S): George Harry Hoffman
Anthony Frank Menninger
TITLE: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
DATA-SPECIFIC ADVERTISING IN A SUPPLY CHAIN
MANAGEMENT FRAMEWORK
ATTORNEY
DOCKET NO.: 41556/04016 (RSI1P028)

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Assistant Commissioner for Patents
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C. Douglas McDonald (Reg. No. 26,659)
Andrew C. Greenberg (Reg. No. 38,476)
John C. Clark (Reg. No. 43,552)
Dominic Kotab (Reg. No. 42,762)
Vidya R. Bhakar (Reg. No. 42,323)

Please direct all future communications and telephone calls to:

Andrew C. Greenberg
Carlton Fields, P.A.
P.O. Box 3239
Tampa, FL 33601-3239
Telephone number (813) 223-7000
Fax number (813) 229-4133

RESTAURANT SERVICES, INC.

Date: 5-25-01

By: George Harry Hoffman
George Harry Hoffman, President and CEO